

Editorial Activities and Search
M. Kercher, Search.USA.gov Editor
marilyn.kercher@gsa.gov
202-219-1431
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What is the goal of Search Editors?

- To provide users with the best available content for the query searched
- To provide good navigation to that content
- To be the resident subject experts for the websites they manage

What does “best content” mean?

- It is relevant to the specific search query
- It is as timely and up-to-date as is available but more important, as the subject matter requires
- It is produced in the context of subject expertise and excellence.
- It is accurate, relevant, useful and authoritative.

What is good navigation?

- Good navigation is good customer service, not user welfare.
- It means getting the user successfully to what they want
 - effectively, that is to the right content
 - efficiently, that is with as few steps as possible
 - enjoyably, that is with as little frustration and perplexity as possible.
- Good navigation takes the user to content that is recognized as relevant

What does it mean to be the resident search expert?

- Keeps up with current events and trends in the content area
- Is alert to quality content that is not displaying on the search results page
- Keeps abreast of agency changes, activities, and new or redesigned websites
- Knows how to use query-based research, content analysis, and clickthru data to determine
 - what users are or may soon be looking for
 - the language used that will produce trigger terms used to search for a topic
 - which sites are the most popular for which queries

What are some editorial activities required in Search?

- Boosting content
- Monitoring search query terms
- Helping with Navigation Suggestions, e.g.
 - Spellcheck
 - Sayt
 - Related searches
- Communicating trends and traffic results to stakeholders & content programmers/managers